

## CLAIMS

1           1. A method for a user at a client system to place an order for an item,  
2           the user having a plurality of groups of predefined order fulfillment information, the  
3           method comprising:

4                 displaying at the client system information identifying the item;

5                 displaying at the client system an element representing order fulfillment  
6           instructions for the identified item;

7                 receiving indications of multiple groups of predefined order fulfillment  
8           information each as including a delivery address, shipping instructions, and a payment  
9           source;

10                when the displayed element is selected by the user, displaying at the client  
11           system an indication of each of the identified multiple groups; and

12                after selection by the user of a displayed indication of one of the identified  
13           multiple groups and without further intervention by the user, sending to a server computer  
14           a request to order the identified item such that the identified item is to be sent to the  
15           delivery address for the selected indicated group using the shipping instructions for the  
16           selected indicated group and is to be paid for by the payment source for the selected  
17           indicated group,

18           so that a single action of selecting a group of order fulfillment information orders and  
19           pays for the item.

1           2. The method of claim 1 wherein the selection by the user of the  
2           displayed element includes clicking a mouse button when a cursor is positioned over the  
3           displayed element, and wherein the selection by the user of the displayed indication of  
4           the one identified group includes positioning the cursor over the displayed indication.

1           3.     The method of claim 1 including displaying at the client system an  
2 indication to add the identified item to a collection of items for later ordering.

1           4.     The method of claim 1 including:  
2 displaying at the client system an indication representing other order  
3 fulfillment information; and  
4 after selection by the user of the displayed indication representing other  
5 order fulfillment information, ordering the identified item by  
6 receiving information identifying a delivery address; and  
7 without further user intervention, sending to the server computer a  
8 request to order the identified item such that the identified item is to be sent to the  
9 identified delivery address.

1           5.     The method of claim 4 wherein the identified delivery address is for  
2 a recipient other than the user, and including receiving a name of the recipient and storing  
3 the name and identified delivery address as part of a new group of order fulfillment  
4 information.

1           6.     The method of claim 4 wherein the received information identifying  
2 the delivery address is information indicating an identity other than the user, and  
3 including retrieving address information for the identity to be used as the identified  
4 delivery address.

1           7.     The method of claim 4 including receiving payment source  
2 information from the user prior to the selection by the user of the displayed indication  
3 representing other order fulfillment information, and wherein the sent request to order the  
4 identified item specifies that the item is to be paid for by the received payment source.

1           8. The method of claim 1 wherein the displayed element further  
2 represents a displayed indication of a default one of the identified multiple groups, and  
3 including:

4           receiving an indication of a single action by the user that selects the  
5 displayed indication of the default group; and

6           without displaying an indication of each of the identified multiple groups,  
7 performing the sending of the request to the server computer.

9           A computer-readable medium whose contents cause a computer  
10 system to perform the method of claim 1.

1           10. A method for ordering an item using a client system, the method  
2 comprising:

3           displaying information identifying the item;

4           for each of multiple procurement options having information related to  
5 ordering, displaying an indication of the procurement option such that selection of the  
6 displayed indication represents using the information of the procurement option for  
7 ordering of the identified item; and

8           after selection of a displayed indication, sending to a server system a  
9 request to order the identified item using the information of the procurement option for  
10 the selected indication.

1           11. The method of claim 10 wherein the procurement option for the  
2 selected indication includes payment information, and wherein the sent request is  
3 additionally to purchase the identified item using the payment information.

1           12. The method of claim 10 wherein the procurement option for the  
2 selected indication includes a delivery address, and wherein the sent request is  
3 additionally to deliver the identified item to the delivery address.

1           13. The method of claim 10 wherein the procurement option for the  
2 selected indication includes shipping instructions, and wherein the sent request is  
3 additionally to deliver the identified item as specified by the shipping instructions.

1           14. The method of claim 10 wherein the procurement option for the  
2 selected indication includes wrapping instructions for the item, and wherein the sent  
3 request is additionally to wrap the identified item as specified by the wrapping  
4 instructions.

1           15. The method of claim 10 wherein the selection of the displayed  
2 indication includes clicking a mouse button when a cursor is positioned over the  
3 displayed indication.

1           16. The method of claim 10 including displaying an indication to add the  
2 identified item to a collection of items for later ordering.

1           17. The method of claim 10 including:  
2 displaying an indication representing a new procurement option such that  
3 selection of the displayed indication represents an ordering of the identified item using  
4 information of the new procurement option; and  
5 after selection of the displayed indication representing the new procurement  
6 option, ordering the identified item by  
7 receiving information identifying a delivery address for the new  
8 procurement option; and  
9 sending to the server system a request to order the identified item  
10 such that the identified item is to be sent to the identified delivery address.

1           18. The method of claim 17 including creating the new procurement  
2 option with the identified delivery address as part of the new procurement option.

1           19. The method of claim 17 wherein the received information  
2 identifying the delivery address is information indicating an identity other than a user  
3 performing the selection of the displayed indication representing the new procurement  
4 option, and including retrieving address information for the identity to be used as the  
5 identified delivery address.

1           20. The method of claim 19 wherein the received information is an  
2 electronic mail address for the identity.

1           21. The method of claim 17 including receiving payment information  
2 prior to the selection of the displayed indication representing the new procurement  
3 option, and wherein the sent request to order the identified item specifies that the item is  
4 to be paid for by the received payment information.

1           22. The method of claim 10 wherein after the selection of the displayed  
2 indication of the procurement option, the sending of the request is performed without  
3 further intervention of a user who performs the selection.

1           23. The method of claim 10 wherein the information about the multiple  
2 procurement options is received from the server system.

1           24. The method of claim 10 wherein each displayed indication of a  
2 procurement option includes partial shipping information of the procurement option  
3 supplied by the server system.

1           25. The method of claim 10 wherein each displayed indication of a  
2 procurement option includes partial payment information of the procurement option  
3 supplied by the server system.

1           26. The method of claim 10 wherein each displayed indication of a  
2 procurement option includes a moniker identifying the procurement option.

1           27. The method of claim 10 wherein the client system stores an  
2 identification to be provided to the server system to identify a user of the client system so  
3 that the user does not need to enter identification information when ordering the  
4 identified item.

*Ref 174*  
1           ~~28~~  
2           ~~29~~. The method of claim 10 wherein each of the procurement options  
3 correspond to a single user of the client system.

*Sub B*  
1           ~~29~~  
2           ~~30~~. A computer-readable medium whose contents cause a computer  
3 system to perform the method of claim 10.

1           ~~30~~  
2           ~~31~~. The computer-readable medium of claim ~~30~~<sup>29</sup> wherein the computer-  
3 readable medium is a data transmission medium transmitting a generated data signal  
4 containing the contents.

1           ~~31~~  
2           ~~32~~. A client system for ordering an item comprising:  
3 a display component able to display information identifying the item and  
4 able to display, for each of multiple procurement options having sufficient information to  
5 complete an order for the identified item, an indication of the procurement option such  
6 that selection of the displayed indication represents using the information of the  
7 procurement option for ordering of the identified item; and  
8 an item ordering component able to, after selection of a displayed  
9 indication, send to a server system a request to order the identified item using the  
information of the procurement option for the selected indication.

32  
33.

A client system for ordering an item comprising:

means for displaying information identifying the item and for displaying, for each of multiple procurement options having sufficient information to complete an order for the identified item, an indication of the procurement option such that selection of the displayed indication represents using the information of the procurement option for ordering of the identified item; and

means for, after selection of a displayed indication, sending to a server system a request to order the identified item using the information of the procurement option for the selected indication.

33  
34.

A method for a server system to process an order for an item, the method comprising:

sending to a client system an indication of an item that may be ordered;

sending to the client system an indication of multiple procurement options each having associated information for completing an order for the identified item; and

after receiving an indication from the client system to order the identified item using a selected one of the multiple procurement options and without further intervention by the client system, requesting delivery of the identified item to a recipient specified by the selected procurement option, the delivering in a manner specified by the selected procurement option.

34  
35.

The method of claim 34 wherein the information associated with the selected procurement option includes payment information, and including using the payment information to purchase the identified item.

35  
36.

The method of claim 34 wherein the information associated with the selected procurement option includes shipping instructions, and including using the shipping instructions to deliver the identified item.

1 <sup>36</sup>  
37. The method of claim <sup>33</sup>34 wherein the information associated with the  
2 selected procurement option includes wrapping instructions for the item, and including  
3 using the wrapping instructions to wrap the identified item.

1 <sup>37</sup>  
38. The method of claim <sup>33</sup>34 wherein the selected procurement option is  
2 a new procurement option to be created, and including receiving delivery information for  
3 the new procurement option and creating the new procurement option to include the  
4 received delivery information.

1 <sup>38</sup>  
39. The method of claim <sup>33</sup>34 including:  
2 receiving an identifier from the client system; and  
3 when the server system does not receive sufficient information from the  
4 client system to deliver the identified item to the recipient, retrieving previously supplied  
5 additional information associated with the identifier that is sufficient to deliver the  
6 identified item.

1 <sup>39</sup>  
40. The method of claim <sup>33</sup>34 including, when the server system does not  
2 have sufficient information for the selected procurement option to deliver the identified  
3 item to the recipient, obtaining additional information from one or more information  
4 sources external to the server system that is sufficient to deliver the identified item.

1 <sup>40</sup>  
41. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim <sup>33</sup>34.

1 <sup>41</sup>  
42. A server system for processing an order for an item comprising:  
2 a sending component able to send to a client system an indication of an item  
3 that may be ordered and able to send to the client system an indication of multiple  
4 procurement options each having associated information for completing an order for the  
5 identified item; and



6 a receiving component able to receive from the client system an indication  
7 that one of the multiple procurement options was selected and able to, after receiving an  
8 indication to order the identified item from the client system and without further  
9 intervention by the client system, deliver the identified item to a recipient specified by the  
10 selected procurement option in a manner specified by the selected procurement option.

1 <sup>42</sup>  
~~43~~. A method for multi-procurement option ordering of an item using a  
2 client computer, the method comprising:

3 displaying information identifying the item;

4 displaying an indication of multiple procurement options each having  
5 sufficient information to complete an order for the identified item, each procurement  
6 option such that selection of the procurement option represents using the information of  
7 the procurement option for ordering of the identified item;

8 after a procurement option is selected, sending to a server computer a  
9 request to order the identified item using the information of the selected procurement  
10 option; and

11 after an indication is received to create a new procurement option to be  
12 used for ordering the identified item,

13 receiving information identifying delivery information for the new  
14 procurement option; and

15 sending to the server computer a request to order the identified item  
16 such that the identified item is to be delivered as specified by the delivery information.

1 <sup>43</sup>  
~~44~~. The method of claim <sup>42</sup>~~43~~ including creating the new procurement  
2 option with the identified delivery information as part of the new procurement option.

1 <sup>44</sup>  
~~45~~. The method of claim <sup>42</sup>~~43~~ wherein the received information is  
2 information indicating an identity, and including retrieving address information for the  
3 identity to be used as the identified delivery information.

1 <sup>45</sup>  
46. The method of claim <sup>42</sup>43 including receiving payment information  
2 prior to the indication to create the new procurement option, and including the payment  
3 information as part of the new procurement option.

1 <sup>46</sup>  
47. The method of claim <sup>45</sup>46 wherein the payment information was  
2 received as part of another new procurement option that was earlier created.

1 <sup>47</sup>  
48. The method of claim <sup>46</sup>47 wherein the another new procurement  
2 option is one of the multiple procurement options.

1 <sup>48</sup>  
49. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim <sup>47</sup>48.

1 <sup>49</sup>  
50. A client system for ordering an item comprising:  
2 a display component able to display information identifying the item and  
3 able to display an indication of multiple procurement options each having sufficient  
4 information to complete an order for the identified item, each procurement option such  
5 that selection of the procurement option represents using the information of the  
6 procurement option for ordering of the identified item; and  
7 an item ordering component able to, after a procurement option is selected,  
8 send to a server computer a request to order the identified item using the information of  
9 the selected procurement option, and able to, after an indication is received to create a  
10 new procurement option to be used for ordering the identified item, receive information  
11 identifying delivery information for the new procurement option and send to the server  
12 computer a request to order the identified item such that the identified item is to be  
13 delivered as specified by the delivery information.

1 <sup>50</sup>  
51. A computer-readable medium containing a data structure for use in  
2 ordering an item, the data structure comprising:

3 a plurality of indications of multiple procurement options each having  
4 sufficient information to complete an order for an item,  
5 so that a user can perform a selection of the indication of one of the procurement options  
6 to indicate to use the information of the procurement option when ordering the item.

1 <sup>51</sup>  
52. The computer-readable medium of claim <sup>50</sup>51 wherein each  
2 procurement option includes a delivery address, shipping instructions, and a payment  
3 source.

1 <sup>52</sup>  
53. The computer-readable medium of claim <sup>50</sup>51 wherein each  
2 procurement option is a unique combination of delivery and payment information for a  
3 single user.

1 <sup>53</sup>  
54. The computer-readable medium of claim <sup>50</sup>51 wherein the data  
2 structure includes an indication of the item.

1 <sup>54</sup>  
55. The computer-readable medium of claim <sup>50</sup>51 wherein the computer-  
2 readable medium is a data transmission medium transmitting a generated data signal  
3 containing the data structure.

1 <sup>55</sup>  
56. The computer-readable medium of claim <sup>50</sup>51 wherein the computer-  
2 readable medium is a memory of a computer system.

1 <sup>56</sup>  
57. A display device for displaying a visual representation of a data  
2 structure stored in memory, the visual representation including an indication of an item to  
3 be ordered and at least one indication of a control that is selectable by a user, each control

4 representing one of a plurality of multiple procurement options each having sufficient  
5 information to complete an order for the item,  
6 so that a user can order the item using the information of a procurement option  
7 represented by a control after selecting the indication for the control.

1 <sup>57</sup>  
~~58~~. The display device of claim <sup>56</sup>~~57~~ wherein the data structure represents  
2 a document for display.

1 <sup>58</sup>  
~~59~~. The display device of claim <sup>56</sup>~~57~~ wherein the data structure represents  
2 a Web page.

1 <sup>59</sup>  
~~60~~. A computer-readable medium containing a data structure having  
2 information for display, the information when displayed including an indication of an  
3 item to be ordered and at least one indication of a control that is selectable by a user, each  
4 control representing one of a plurality of multiple procurement options each having  
5 sufficient information to complete an order for the item,  
6 so that a user can order the item using the information of a procurement option  
7 represented by a control after selecting the displayed indication for the control.

1 <sup>60</sup>  
~~61~~. The computer-readable medium of claim <sup>59</sup>~~60~~ wherein the data  
2 structure represents a document for display.

1 <sup>61</sup>  
~~62~~. The computer-readable medium of claim <sup>59</sup>~~60~~ wherein the data  
2 structure includes instructions for the display of the information.

1 <sup>62</sup>  
~~63~~. The computer-readable medium of claim <sup>59</sup>~~60~~ wherein the computer-  
2 readable medium is a data transmission medium transmitting a generated data signal  
3 containing the data structure.

1 <sup>63</sup>  
~~64~~. The computer-readable medium of claim <sup>59</sup>~~60~~ wherein the computer-  
2 readable medium is a memory of a computer system.

1 <sup>64</sup>  
~~65~~. A method for ordering an item using a client system, the method  
2 comprising:

3 displaying information identifying the item;  
4 for each of multiple procurement options having information related to  
5 ordering, displaying an indication of the procurement option such that selection of the  
6 displayed indication represents an ordering of the identified item using the information of  
7 the procurement option; and

8 in response to selection of a displayed indication, sending to a server  
9 system a request to order the identified item using the information of the procurement  
10 option for the selected indication.

1 <sup>65</sup>  
~~66~~. The method of claim <sup>64</sup>~~65~~ including displaying an indication to add the  
2 identified item to a collection of items for later ordering.

1 <sup>66</sup>  
~~67~~. The method of claim <sup>64</sup>~~65~~ wherein after the selection of the displayed  
2 indication of the procurement option, the sending of the request is performed without  
3 further intervention of a user who performs the selection.

1 <sup>67</sup>  
~~68~~. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim <sup>64</sup>~~65~~.

1 <sup>68</sup>  
~~69~~. A computer system with components capable of performing the  
2 method of claim ~~65~~.

69  
70. A method for ordering an item using a client system, the method comprising:

displaying information identifying the item and displaying an indication of a single action that is to be performed to order the identified item; and

in response to the indicated single action being performed, displaying an indication of an option related to supplying of the item; and

sending to a server computer a request to order the identified item.

70  
71. The method of claim 70 including receiving an indication that the indicated option is selected by a user, and wherein the sent request includes an indication of the selected option.

71  
72. The method of claim 70 wherein the displayed indication of the single action is selectable by a user to order the item for another user.

72  
73. The method of claim 70 wherein the displayed indication of the single action is selectable by a user in order to specify options about the supplying of the item.

73  
74. The method of claim 70 wherein the displayed indication of the single action is selectable by a user to order the item as a gift.

74  
75. The method of claim 70 including, before the performing of the indicated single action, displaying a selectable indication of whether to specify an option about the supplying of the item, and wherein the displaying of the indication of the option occurs only when the displayed indication of whether to specify an option is selected when the indicated single action is performed.

1 <sup>75</sup>76. The method of claim <sup>69</sup>70 wherein the indicated option relates to  
2 payment information with which the identified item will be purchased.

1 <sup>76</sup>77. The method of claim <sup>69</sup>70 wherein the indicated option relates to  
2 delivery information with which the identified item will be delivered.

1 <sup>77</sup>78. The method of claim <sup>69</sup>70 wherein the indicated option relates to  
2 shipping instructions according to which the identified item will be shipped.

1 <sup>77</sup>79. The method of claim <sup>69</sup>70 wherein the indicated option relates to  
2 wrapping instructions according to which the identified item will be wrapped.

1 <sup>79</sup>80. The method of claim <sup>69</sup>70 wherein the indicated option allows a  
2 message to be supplied that will be delivered in addition to the identified item.

1 <sup>80</sup>81. The method of claim <sup>69</sup>70 including displaying an indication to add the  
2 identified item to a collection of items for later ordering.

1 <sup>81</sup>82. The method of claim <sup>69</sup>70 wherein the displayed information and the  
2 displayed indication of the single action are part of a Web page for ordering the indicated  
3 item.

1 <sup>82</sup>83. The method of claim <sup>69</sup>70 wherein the displayed information and the  
2 displayed indication of the single action are part of a Web page for displaying a shopping  
3 cart of a user.

1 <sup>83</sup>84. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim <sup>69</sup>70.

1 ~~84~~  
~~85~~ 86. A computer system with components capable of performing the  
2 method of claim ~~70~~ <sup>69</sup>.

1 ~~85~~  
86. A method for ordering an item using a client system, the method  
2 comprising:

3 displaying information identifying the item and displaying an indication of  
4 a single action that is to be performed to order the identified item;

5 for each of multiple procurement options having information related to  
6 ordering, displaying an indication of the procurement option such that the procurement  
7 option can be selected to be a current procurement option; and

8 in response to the indicated single action being performed, sending to a  
9 server system a request to order the identified item using the information of the current  
10 procurement option.

1 ~~86~~  
~~87~~ 87. The method of claim ~~86~~ <sup>85</sup> including:  
2 before the sending of the request, receiving an indication of the selecting of  
3 one of the displayed indications; and

4 in response to the receiving of the indication of the selecting, setting the  
5 current procurement option to be the procurement option associated with the selected  
6 indication.

1 ~~87~~  
~~88~~ 88. The method of claim ~~86~~ <sup>85</sup> including, before the sending of the request,  
2 displaying an indication of an option related to supplying of the item.

1 ~~88~~  
~~89~~ 89. The method of claim ~~88~~ <sup>87</sup> including receiving an indication that the  
2 indicated option is selected by a user, and wherein the sent request includes an indication  
3 of the selected option.



<sup>88</sup>  
90. The method of claim <sup>87</sup>88 wherein the displayed indication of the single action is selectable by a user to order the item for another user.

<sup>90</sup>  
91. The method of claim <sup>87</sup>88 wherein the displayed indication of the single action is selectable by a user in order to specify options about the supplying of the item.

<sup>91</sup>  
92. The method of claim <sup>87</sup>88 wherein the displayed indication of the single action is selectable by a user to order the item as a gift.

<sup>92</sup>  
93. The method of claim <sup>87</sup>88 including, before the performing of the indicated single action, displaying a selectable indication of whether to specify an option about the supplying of the item, and wherein the displaying of the indication of the option occurs only when the displayed indication of whether to specify an option is selected when the indicated single action is performed.

<sup>93</sup>  
94. The method of claim <sup>87</sup>88 wherein the indicated option relates to wrapping instructions according to which the identified item will be wrapped.

<sup>94</sup>  
95. The method of claim <sup>87</sup>88 wherein the indicated option allows a message to be supplied that will be delivered in addition to the identified item.

<sup>95</sup>  
96. The method of claim <sup>87</sup>88 including displaying an indication to add the identified item to a collection of items for later ordering.

<sup>96</sup>  
97. The method of claim <sup>87</sup>88 wherein the displayed information and the displayed indication of the single action are part of a Web page for ordering the indicated item.

1 <sup>97</sup>98. The method of claim <sup>87</sup>88 wherein the displayed information and the  
2 displayed indication of the single action are part of a Web page for displaying a shopping  
3 cart of a user.

1 <sup>98</sup>99. The method of claim <sup>85</sup>86 including, in response to selection of the  
2 displayed indication of a procurement option, sending to a server system a request to  
3 order the identified item using the information of the procurement option associated with  
4 the selected indication without further intervention of a user who performs the selection.

1 <sup>99</sup>100. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim <sup>85</sup>86.

1 <sup>100</sup>101. A computer system with components capable of performing the  
2 method of claim <sup>85</sup>86.

1 <sup>101</sup>102. A method for ordering an item using a client system, the method  
2 comprising:  
3 displaying information identifying an item indicated to be desired by a first  
4 user;  
5 displaying an indication of a single action that can be performed by a  
6 second user to order the identified item for the first user; and  
7 in response to the indicated single action being performed by the second  
8 user, sending to a server computer a request to order the identified item for the first user  
9 such that payment information associated with the second user will be used to purchase  
10 the identified item and such that delivery information associated with the first user will be  
11 used to deliver the identified item to the first user.

102  
103. The method of claim 101 wherein the displayed indication of the single action is selectable by the second user to order the identified item as a gift for the first user.

103  
104. The method of claim 101 wherein the displaying information and the displayed indication are part of a Web page displaying a wish list of the first user.

104  
105. The method of claim 101 wherein the sent request is additionally such that shipping instructions associated with the second user will be used to ship the identified item to the first user.

105  
106. The method of claim 101 wherein the sent request is additionally such that shipping instructions associated with the first user will be used to ship the identified item to the first user.

106  
107. The method of claim 101 wherein the sent request is additionally such that wrapping instructions associated with the second user will be used to wrap the identified item before the identified item is delivered to the first user.

107  
108. The method of claim 101 wherein the sent request is additionally such that a message supplied by the second user will be delivered to the first user in addition to the identified item.

108  
109. The method of claim 101 including displaying an indication to add the identified item to a collection of items for later ordering.

109  
110. The method of claim 101 wherein the payment information associated with the second user will be used to purchase the identified item for the first user only when a cost of purchasing the identified item is below a specified threshold.

110

101

1 111. The method of claim 102 including displaying a second indication  
2 selectable by the second user, the displayed second indication such that at least one  
3 option about supplying of the item is to be displayed before the sending of the request if  
4 the displayed second indication is selected when the performing of the indicated single  
5 action occurs.

111

2 112. A computer-readable medium whose contents cause a computer  
system to perform the method of claim 102.

112

2 113. A computer system with components capable of performing the  
method of claim 102.

113

1 114. A method for ordering an item using a client system, the method  
2 comprising:

3 displaying information identifying an item indicated to be desired by a first  
4 user;

5 for each of multiple procurement options associated with a second user and  
6 having information related to ordering, displaying an indication of the procurement option  
7 such that selection of the displayed indication by the second user represents using at least  
8 some of the information of the procurement option for ordering of the identified item for  
9 the first user; and

10 after selection of a displayed indication by the second user, sending to a  
11 server computer a request to order the identified item for the first user such that payment  
12 information of the procurement option associated with the selected indication will be  
13 used to purchase the identified item and such that delivery information associated with  
14 the first user will be used to deliver the identified item to the first user.

1 <sup>114</sup>  
115. The method of claim <sup>113</sup>114 including displaying an indication of a  
2 single action that is to be performed to order the identified item, and wherein the sending  
3 of the request is in response to the indicated single action being performed.

1 <sup>115</sup>  
116. The method of claim <sup>114</sup>115 wherein the selecting of a displayed  
2 indication designates the procurement option associated with the selected indication as a  
3 current procurement option.

1 <sup>116</sup>  
117. The method of claim <sup>115</sup>116 wherein the payment information used to  
2 purchase the identified item is the payment information of the procurement option that is  
3 the current procurement option when the indicated single action is performed.

1 <sup>117</sup>  
118. The method of claim <sup>113</sup>114 wherein the sending of the request is in  
2 response to the selection of the displayed indication by the second user.

1 <sup>118</sup>  
119. The method of claim <sup>113</sup>114 wherein the sent request indicates to order  
2 the identified item as a gift for the first user.

1 <sup>119</sup>  
120. The method of claim <sup>113</sup>114 wherein the displaying information and the  
2 displayed indications are part of a Web page displaying a wish list of the first user.

1 <sup>120</sup>  
121. The method of claim <sup>113</sup>114 wherein the sent request is additionally  
2 such that shipping instructions of the procurement option associated with the selected  
3 indication will be used to ship the identified item to the first user.

1 <sup>121</sup>  
122. The method of claim <sup>113</sup>114 wherein the sent request is additionally  
2 such that shipping instructions associated with the first user will be used to ship the  
3 identified item to the first user.

122  
1 123. The method of claim 114 wherein the sent request is additionally  
2 such that wrapping instructions of the procurement option associated with the selected  
3 indication will be used to wrap the identified item before the identified item is delivered  
4 to the first user.

123  
1 124. The method of claim 114 wherein the sent request is additionally  
2 such that a message supplied by the second user will be delivered to the first user in  
3 addition to the identified item.

124  
1 125. The method of claim 114 including displaying an indication to add  
2 the identified item to a collection of items for later ordering.

125  
1 126. The method of claim 114 wherein the payment information of the  
2 procurement option associated with the selected indication will be used to purchase the  
3 identified item for the first user only when a cost of the identified item is below a  
4 specified threshold.

126  
1 127. The method of claim 114 including displaying a second indication  
2 selectable by the second user, the displayed second indication such that at least one  
3 option about supplying of the item is to be displayed before the sending of the request if  
4 the displayed second indication is selected when the performing of the indicated single  
5 action occurs.

127  
1 128. A computer-readable medium whose contents cause a computer  
2 system to perform the method of claim 114.

128  
1 129. A computer system with components capable of performing the  
2 method of claim 114.